

**NOVEMBER EXAM 2016**

**COURSE:** Communication Research      **TIME:** 2 hours

**DEPARTMENT AND SCHOOL:** Department of Communication Studies  
School of Communication

**SUBJECT CODE:** CMS 2B21/ 2BB2      **MARKS:** 100

**EXAMINERS:** 1. Ms T. van Tonder  
2. Mr S. Mnisi

**MODERATOR:** 1. Ms A.M. Hoffman

*THIS PAPER CONSISTS OF **TWO (2)** PAGES*

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- *This paper has three (3) sections. Section A is weighted more heavily than sections B or C.*
  - *Answer the compulsory question from Section A .*
  - *Answer **one** (1) question from Section B and **one** (1) question from Section C.*
  - *Read the questions carefully.*
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**SECTION A: THE RESEARCH PROCESS**

*THIS SECTION IS **COMPULSORY**. PLEASE ANSWER THE QUESTION BELOW:*

You are conducting a research project on how the South African Broadcasting Corporation (SABC) television news reported on the 2016 South African municipal elections.

- a. Formulate research questions or hypotheses.
- b. Identify the correct research process model, and clearly outline the steps you would follow to find this information and why these steps are appropriate to your topic.
- c. What are the ethical considerations as they relate to your research project?

**Section A total: [50]**

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(2/2)

**SECTION B**

THIS SECTION IS **COMPULSORY**. ANSWER **ONE (1)** OF THE FOLLOWING QUESTIONS.

B1. Validity and reliability are central concepts associated with research methodology. Define these two concepts and discuss the requirement of measurement validity and reliability. Include in your discussion three types of validity and three types of reliability and support your answer with relevant examples.

(25)

OR

B2. Discrete and continuous level data are two levels of measurement. Discuss each type of discrete and continuous level data and provide an example of each.

(25)

**Section B total [25]**

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**SECTION C**

THIS SECTION IS **COMPULSORY**. ANSWER **ONE (1)** OF THE FOLLOWING QUESTIONS.

C1. Define and discuss the following two qualitative methodologies: interviews and focus groups. Explain how they differ from each other and remember to include strengths and weaknesses in your discussion. When would each be the most appropriate methodology for your research?

(25)

OR

C2. What are the advantages and disadvantages of ethnographic research? Pay particular attention to the different roles of the researcher and how they may be applied. Provide examples to support your arguments.

(25)

**Section C total [25]**

**TOTAL: 100**

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